
- DATE: 07/06/93 SALES INFORMATION SYSTEM TIME: 12:46 -
- SUBJECT: SUNOCO AUTHORIZATIONS SENDER: M. G. SCHWARTZ/1340 -

TO: ALL DIVISIONS WITH CORPORATE
 SUNOCO LOCATIONS
 CID NO. 1335-05-01, 02, 03, 04

SUBJECT: SUMMER PROMOTIONS

DEAR MANAGERS:

THE FOLLOWING AUTHORIZATIONS HAVE BEEN APPROVED AT CHAIN HEADQUARTERS, AND ARE MANDATORY FOR ALL CORPORATE SUNOCO/APLUS/ATLANTIC LOCATIONS (FRANCHISEES ARE URGED TO PARTICIPATE):

- * \$4.00 OFF A CARTON - \$0.40 OFF A PACK WINSTON FAMILY. THERE WILL BE NO THIRD DISTRIBUTION. PRODUCT IS AVAILABLE FROM MCLANE ON AN OPEN-ORDER BASIS WHILE SUPPLIES LAST. ALL MCLANE CUSTOMERS ARE ASKED TO ORDER AMOUNTS EQUAL TO WEEKLY SALES. NOTE: NEW MCLANE NUMBERS ARE BEING PROVIDED FOR THIS PHASE OF THE SUMMER PROGRAM, AND ARE BEING PROVIDED TO YOU. ALSO NOTE, PROMOTED (PRE-PRINTED) \$4.00 OFF A CARTON PRODUCT WILL BE SHIPPED ON AN "AS AVAILABLE" BASIS..WHEN AND IF IT RUNS OUT, NON-PROMOTED REGULAR CARTONS WILL BE SUBSTITUTED. WHEN, AND IF, THIS OCCURS IN SUNOCO/APLUS/ATLANTIC CORPORATE STORES, IT IS NECESSARY THAT WE COUPON THE PRODUCT. SUNOCO/APLUS/ATLANTIC STATED THAT THEY DO NOT EXPECT TO SEE ANY OF THEIR STORES WITHOUT DISCOUNTED WINSTON, LEAVING THEM AT A COMPETITIVE DISADVANTAGE.
- * WINSTON SELECT SOFT PACK AND WINSTON SELECT BOX. A DISTRIBUTION OF 6 CARTONS EACH STYLE WILL BE MADE TO ALL CORPORATE SUNOCO/APLUS/ATLANTIC LOCATIONS THE WEEK OF JULY 5. STORES SHOULD RE-ORDER THEREAFTER.
- * WINSTON SELECT LIGHTS (ALL 4 STYLES). A DISTRIBUTION OF 6 CARTONS EACH STYLE WILL BE MADE TO ALL CORPORATE SUNOCO/APLUS/ATLANTIC LOCATIONS THE WEEK OF JULY 26TH. THEREAFTER, THEY SHOULD REORDER.

LISTED BELOW ARE THE NUMBERS WHICH SHOULD BE UTILIZED FOR THE \$4.00/\$0.40 WINSTON SUMMER PROMOTION:

WINSTON KING	NO. 0122758
WINSTON BOX	NO. 0122760
WINSTON 100	NO. 0122769
WINSTON LIGHT	NO. 0122759
WINSTON LIGHT BOX	NO. 0122823
WINSTON LIGHT 100	NO. 0122761
WINSTON LIGHT 100 BX	NO. 0122824
WINSTON ULTRA KING	NO. 0122822
WINSTON ULTRA BOX	NO. 841536
WINSTON ULTRA 100	NO. 0122777

WINSTON SELECT PROMOTION REORDER NUMBERS

WINSTON SELECT FULL FLAVOR KING	895482
WINSTON SELECT FULL FLAVOR BOX	895508
WINSTON SELECT LIGHT KING	895516
WINSTON SELECT LIGHT BOX	895524
WINSTON SELECT LIGHT 100	895458
WINSTON SELECT SLIM LT 100 BOX	895446

THANK YOU FOR YOUR ASSISTANCE WITH THESE CHAINS AND WITH THESE PROMOTIONS.

WARMR REGARDS,

MBL